

**bad**vertising

# Sweat not oil

Why sports should drop  
advertising and sponsorship  
from high-carbon polluters





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# 1. Introduction and summary: Sport floats on a sea of high-carbon sponsorship



At the 2021 Australian Open tennis championships the prominent courtside sponsors included a fossil fuel company, an airline and a car maker. High-carbon sponsorship of sport has, in many ways, replaced once common and now disgraced deals with tobacco companies. Sport used to rely heavily on tobacco sponsorship until the importance of public health overcame vested interests and largely ended the practice. In 1990 more than 20 different televised sports were sponsored by cigarette brands in the United States alone, and a single tobacco company, RJ Reynolds, admitted in 1994 to sponsoring 2736 separate sporting events in a year.<sup>1</sup>

Today the world faces a climate emergency and sport is floating on a sea of high carbon sponsorship.<sup>2</sup> In our sample survey we found over 250 prominent deals across multiple sports (see appendix). The issues this raises for sport are several. First of all, from the melting of winter sports, to the flooding of football grounds and the cancellation of flagship sporting events due to heatwaves and air pollution, global heating and the emissions that cause it are a huge problem. Secondly, sport itself is contributing to the problem directly through all the emissions linked to it. Thirdly, direct association with promoting high carbon products and lifestyles not only contradicts the pledges of climate action that many clubs and sports bodies are beginning to endorse, but it poses an increasing reputation risk to sport, which is meant to represent a better, healthier way of life. How large is the problem?

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<sup>1</sup> BMJ Journals, 2005, *Tobacco in sport: an endless addiction?*  
<https://tobaccocontrol.bmj.com/content/14/1/1>

<sup>2</sup> See Appendix 1 for a definition of high carbon sponsorship.



### Tobacco sponsorship of English cricket, now prohibited.

The global sports industry was worth an estimated \$471 billion in 2018.<sup>3</sup> Corporate sponsorship in sport is a multi-million dollar business. Some aspects of it go back a long way. In the early days of pre-Olympic, modern athletics, professionalism was common and many races were sponsored by local public houses to attract drinkers. But, after wrapping itself in an elite, 'amateur' flag, it was only in 1984 that the Los Angeles Olympic Games became the first Olympics to sign a corporate sponsorship deal.<sup>4</sup> Since then, the sector has gone through significant changes from the time when only a handful of brands were able to use sports for self-promotion. Now sports sponsorship, with its celebrity athletes, huge audiences and associations with healthy lifestyles, is arguably one of the most important weapons in the advertising armoury.<sup>5</sup>

<sup>3</sup> Statista, 2021, *Market size of the global sports market from 2011 to 2018*  
<https://www.statista.com/statistics/1087391/global-sports-market-size/>

<sup>4</sup> BBC, 2021, *Commercialisation in sport*  
<https://www.bbc.co.uk/bitesize/guides/zp2jxsg/revision/4>

<sup>5</sup> Forbes, April 22, 2013, *The (R)evolution of Sports Sponsorships*  
<https://www.forbes.com/sites/jasonbelzer/2013/04/22/the-revolution-of-sport-sponsorship/#37107c6d6c90>

## High Carbon Sponsorship in figures

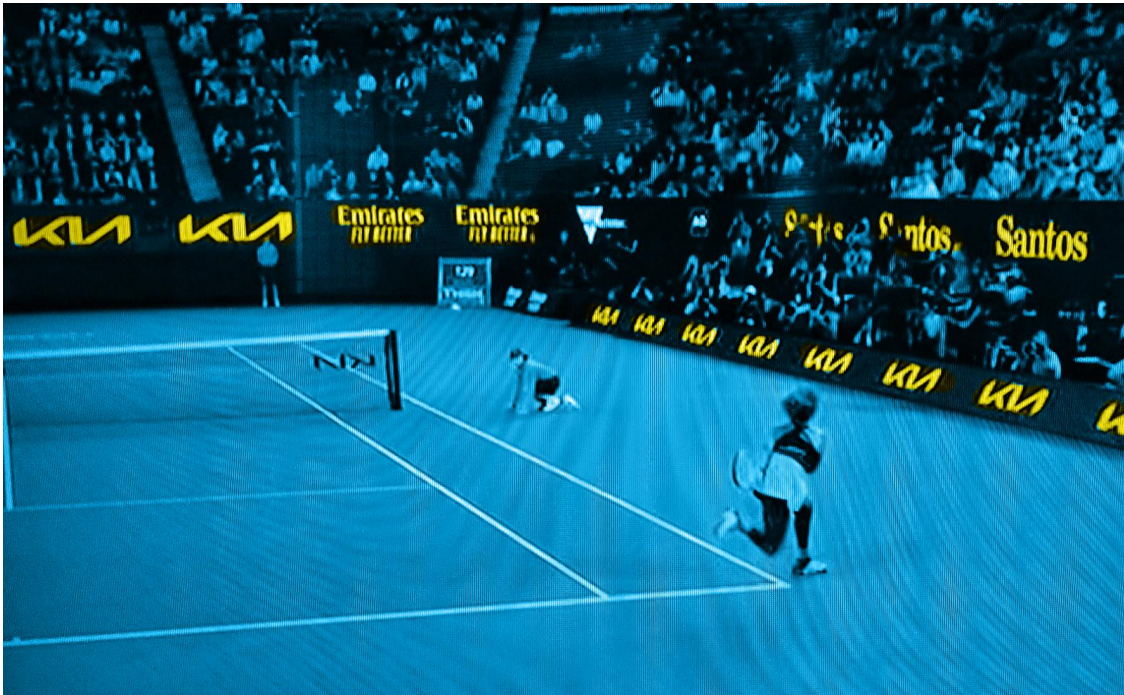
- **We found a total of 258 sports sponsorship deals** in various countries with companies promoting high-carbon products, services and lifestyles
- **These deals ranged across 13 different sports categories:** football, american football, cricket, the Olympics, tennis, sailing, cycling, athletics, basketball, rugby, golf and motorsport.
- **Over 10 different sports categories are listed:** clubs, teams, associations, leagues, federations, races, championships, tours, tournaments, and stadiums.
- **By sport:** football is the most targeted by advertising with 57 high-carbon sponsorship deals.
- **By sector:** the auto industry is the biggest sponsor numerically with 199 deals. Airlines come second with 63 sports partnerships. The high profile fossil fuel companies Gazprom and Ineos are also prominent.
- **By company:** the carmaker Toyota is the largest sponsor – 31 deals identified – followed closely by the airline Emirates with 29 partnerships.

One estimate put the value of sports sponsorship globally in 2019 at \$46.1 billion.<sup>6</sup> Among the biggest sponsorship deals, we find a vast range of companies from very different sectors ranging from telecoms, banking and insurance, soft drinks as well as sportswear. Also heavily present in the field are a number of companies with high carbon credentials, in particular the automotive and aviation industries.

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<sup>6</sup> Sports Pro, May 18, 2020, *Study: Sports sponsorship spend to fall US\$17.2bn in 2020*  
<https://www.sportspromedia.com/news/sports-sponsorship-rights-spend-2020-study-two-circles-coronavirus>





The 2021 Australian Tennis Open was sponsored by an oil and gas company, an airline and a car maker.

The car industry is a significant player in the field of sports sponsorships with an approximate \$1.285 billion spent on general sports and an estimated 64% of car companies' sponsorship budget dedicated to sports, in comparison with spending on other sectors.<sup>7</sup> Football clubs in particular are often targeted by car companies via ownership or sponsorship deals.<sup>8</sup> When it comes to airlines' sports sponsorship, Middle East airlines especially have positioned themselves as a leader in the global market.<sup>9</sup> Among them, the UAE-based airline Emirates comes top of the list, having signed countless partnerships with football, tennis, rugby, sailing, horse racing and golf clubs around the world.<sup>10</sup>

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<sup>7</sup> CEO Today, 2021, *Why do Audi, BMW and VW Sponsor Sports?*  
<https://www.ceotodaymagazine.com/2018/02/why-do-audi-bmw-vw-sponsor-sports/>

<sup>8</sup> Sportskeeda, March 20, 2019, *10 car companies which sponsor or own football clubs*  
<https://www.sportskeeda.com/football/10-car-companies-which-sponsor-or-own-football-clubs>

<sup>9</sup> Travel Pulse, February 25, 2015, *American Airlines Continue Sports Sponsorship Spree*  
<https://www.travelpulse.com/news/airlines/american-airlines-continues-sports-sponsorship-spree-3.html>

<sup>10</sup> Skift, February 07, 2013, *Gulf airlines build awareness, one sports sponsorship at a time*  
<https://skift.com/2013/02/07/the-soft-power-of-gulf-airlines-manifested-in-their-sports-sponsorships/>

## 64% of car companies' sponsorship budget gets dedicated to sports, in comparison with spending on other sectors

The sponsors in this list are mainly car manufacturers, airlines and some fossil fuel companies. Our focus on these three main categories comes from evidence that all these sectors rank among the highest in terms of carbon emissions. These companies also share a business model which is in direct contradiction with the goals outlined in the Paris Climate Agreement that aims to drastically reduce carbon emissions over the next decade. At the same time that some oil and gas companies have been promoting themselves as leaders in the green energy transition, in reality a mere 1% of their investments go into renewable energy.<sup>11</sup> Car companies on the other hand have shifted their production towards ever-larger gas-guzzling vehicles – SUV sales have doubled over the last 10 years<sup>12</sup> – which shifts carbon emissions in the opposite direction to the required reduction in transport emissions. Before the pandemic hit the aviation sector hard, airlines had recorded steady levels of passenger and emissions growth in recent years, despite the need to rapidly downscale the sector in the face of the climate and ecological emergency.<sup>13</sup>

The list of sports sponsorship deals surveyed here is far from exhaustive but covers a range of popular outdoor and indoor sports, focussing on international sports federations, associations, clubs, teams, leagues and other sporting events. The list features sporting fields such as football and basketball, tennis, cycling, rugby, cricket, the Olympics and athletics. All are targets for sponsors due to their far-reaching audiences. Other less mainstream sports like motorsport or sailing, which attract brands that want to connect with their more prestigious, materially aspirational images, were also included in the research.

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<sup>11</sup> Reuters, November 12, 2018, *Big Oil Spent 1 percent on green energy in 2018*  
<https://www.reuters.com/article/us-oil-renewables-idUSKCNINH004>

<sup>12</sup> IEA, October 15, 2019, *Growing preference for SUVs challenges emissions reductions in passenger car market*  
<https://www.iea.org/commentaries/growing-preference-for-suvs-challenges-emissions-reductions-in-passenger-car-market>

<sup>13</sup> IATA, February 2020, *Air Passenger Market Analysis*  
<https://www.iata.org/en/iata-repository/publications/economic-reports/air-passenger-monthly-analysis---feb-2020/>



Fossil fuel companies Ineos and Petronas sponsor Formula 1 racing.

Overall we found more than 250 sponsorship deals involving high carbon industries (see Appendix 2).<sup>14</sup> In first position are car manufacturers with 199 sponsorship deals. Airlines comes second place with 63 sports sponsorships. Other high carbon companies listed are fossil fuel companies, such as the Russian giant Gazprom and British-owned multinational chemical companies Ineos, BP and other companies invested in fossil fuel extraction and product derivatives. Toyota and Emirates are the two largest sponsors according to our survey, with deals secured in most sports categories. Other high-carbon companies listed include some airports, a multinational travel agency and a cruise ship company.

**We found more than 250 sponsorship deals involving high carbon industries**

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<sup>14</sup> Based on information available up to November 2020.

Despite this review being far from comprehensive, these figures illustrate the scale and penetrating impact of high carbon sponsorship in sports. The sponsorship deals we identify range from high-profile sporting events and organisations to smaller clubs and associations. If a few sports, such as football, tennis and basketball are specifically targeted by high-carbon companies due to their popularity, our research shows that their reach extends to all categories of sports. As a result, we can say with confidence that sports sponsorship is far greater in extent than that presented here.

## 2. Why does high-carbon advertising and sponsorship matter?



### a. Fossil fuel emissions

The promotion of high carbon products and services through sponsorship is a serious issue for the future of our climate. High carbon companies cannot expect to keep deliberately marketing products which are driving potentially runaway, catastrophic climate destabilisation without facing any public scrutiny. The burning of fossil fuels (coal, oil and natural gas) – which release greenhouse gases into the atmosphere – is the primary contributor to anthropogenic (human caused) climate change. According to the International Panel on Climate Change (IPCC), fossil fuel emissions must be halved within 10 years for even a reasonable chance of global heating being limited to 1.5°C above pre-industrial levels, and even this relies enormously on ambitious and unproven roll-out of carbon capture technologies.

Looking at it from a sectoral level, the contribution of transport to fuelling climate change has accumulated steadily since the 1980s. In 2018 carbon emissions from the transport sector had reached 8.2 Gigatons.<sup>15</sup> The IPCC warned in a 2014 report that by 2050, the sector could produce as much as 12 billion tonnes of carbon dioxide equivalent per year.<sup>16</sup> In Europe and the UK, transport is now the largest source of greenhouse gas emissions, accounting for a quarter of emissions in Europe and 34% of CO<sub>2</sub> in the UK based upon latest available figures.<sup>17 18</sup>

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<sup>15</sup> IEA, May 2020, *Tracking Transport 2020*  
<https://www.iea.org/reports/tracking-transport-2020>

<sup>16</sup> IPCC, 2014, *Transport*  
[https://www.ipcc.ch/site/assets/uploads/2018/02/ipcc\\_wg3\\_ar5\\_chapter8.pdf](https://www.ipcc.ch/site/assets/uploads/2018/02/ipcc_wg3_ar5_chapter8.pdf)

<sup>17</sup> Transport & Environment, April 2018, *CO<sub>2</sub> Emissions from cars: the facts*  
[https://www.transportenvironment.org/sites/te/files/publications/2018\\_04\\_CO2\\_emissions\\_cars\\_The\\_facts\\_report\\_final\\_0\\_0.pdf](https://www.transportenvironment.org/sites/te/files/publications/2018_04_CO2_emissions_cars_The_facts_report_final_0_0.pdf)

<sup>18</sup> Department for Business, Energy & Industrial Strategy, March 26, 2020, *2019 UK greenhouse gas emissions, provisional figures*  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/875485/2019\\_UK\\_greenhouse\\_gas\\_emissions\\_provisional\\_figures\\_statistical\\_release.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/875485/2019_UK_greenhouse_gas_emissions_provisional_figures_statistical_release.pdf)



Formula 1 racing attracts fossil fuel company sponsors.

## INEOS: a petrochemical empire promoting itself through sport

Ineos was reported in 2019 to be the world's fifth largest chemical company,<sup>19</sup> and is also heavily involved in fossil fuels, and significantly engaged in sports sponsorships such as:

- **INEOS team UK** – official British America's Cup sailing team worth £150 million<sup>20</sup>
- **Team INEOS Grenadiers** – British cycling team – one of the world's best cycling teams with a budget of £50 million per year (an 18% increase from 2018)<sup>21</sup>
- **OGC Nice League 1** football club in France, worth an estimated 100 million euros (around £90 million)<sup>22</sup>

<sup>19</sup> C&EN, 29 July 2019, *C&EN's Global Top 50 chemical companies of 2018*

<https://cen.acs.org/business/finance/CENs-Global-Top-50-chemical/97/i30>

<sup>20</sup> Cyclist, June 18, 2019, *Team Ineos owner Jim Ratcliffe's €100m purchase of OGC Nice imminent*

<https://www.cyclist.co.uk/news/6257/team-ineos-owner-jim-ratcliffes-100m-purchase-of-ogc-nice-imminent>

<sup>21</sup> Cyclist, October 08, 2020, *Ineos Grenadiers' budget has hit €50 million for the first time* <https://www.cyclist.co.uk/news/8798/ineos-grenadiers-budget-has-hit-50-million-for-the-first-time>

<sup>22</sup> DW, September 16, 2019, *Will Mr Nice transform French football?*

<https://www.dw.com/en/will-mr-nice-transform-french-football/a-50361836>

- Lausanne’s football club, **Lausanne-sport**, and hockey team **HCL** bought for an undisclosed sum<sup>23</sup>
- **Mercedes British Formula 1 team**, in a five-year deal worth around £100 million<sup>24</sup>

Ineos is a multinational petrochemical company founded and owned by Sir Jim Ratcliffe, the UK’s richest man, who recently relocated to tax-free Monaco, and whose fortune is estimated at £17.5 billion, and almost doubled in value during the global coronavirus pandemic.<sup>25</sup> Sir Ratcliffe’s pro-nationalist sentiment, him being a staunch and vocal Brexit supporter, manifested in Ineos’ recent sponsorships of prestigious UK cycling and sailing teams, as part of an apparent strategy to elevate and align the company to “Brand Britain”.<sup>26</sup> It was a move to prove controversial given subsequent business decisions (see below).



The irony of environmentally friendly cycling being sponsored by a fossil fuel company, Ineos.

Ineos’ subsidiary company Ineos Upstream Limited is linked with the development of fracking in the UK. Since the company acquired its first onshore oil and

<sup>23</sup> Financial Times, November 13, 2017, *Ineos buys Swiss football Lausanne-Sport* <https://www.ft.com/content/e0e79ce1-ceed-39dd-8891-df846223404c>

<sup>24</sup> Independent, February 10, 2020, *Mercedes F1 team announce Ineos as new sponsor in five-year deal* <https://www.independent.co.uk/sport/motor-racing/formula1/mercedes-ineos-sponsor-partnership-2020-f1-team-jim-ratcliffe-latest-news-a9327086.html>

<sup>25</sup> The Guardian, September 25, 2020, *Sir Jim Ratcliffe, UK’s richest person, moves to tax-free Monaco* <https://www.theguardian.com/business/2020/sep/25/sir-jim-ratcliffe-uks-richest-person-moves-to-tax-free-monaco-brexit-ineos-domicile>

<sup>26</sup> Cyclingtips, May 10, 2019, *What does Ineos have to gain by sponsoring a cycling team?* <https://cyclingtips.com/2019/05/what-does-ineos-have-to-gain-by-sponsoring-a-cycling-team/>

gas licenses in the central belt of Scotland in 2014, it committed to become a leader in the fracking industry.<sup>27</sup> Ineos owns several UK petroleum exploration and development licenses (PEDL) throughout the country and at offshore locations and is estimated to have development rights to around 1.2 million acres of land.<sup>28</sup> Hydraulic fracturing, commonly known as fracking, is a technology which involves the process of high pressure horizontal drilling as a way to extract oil and gas from rock formations. The method is particularly controversial given its high risks of water contamination with chemicals used in the process, the potential for earthquakes at the drilling sites and carbon leakage in the mining process. Since the UK Government imposed a moratorium on fracking in 2019, Ineos has reviewed downwards the value of its assets by £63 million.<sup>29</sup> However, as published in its 2019 accounts, Ineos subsidiary's strategic aim remains set on the exploration for hydrocarbons and the development of unconventional gas (fracking) in the UK.<sup>30</sup> Due to fear of being greeted by protesters at the Tour de Yorkshire in 2019, the organisers of the race waited to release the location of the start of the tour until the last minute.<sup>31</sup> Anti-fracking activists denounced Ineos' plans for fracking in the Yorkshire region, over which the local residents are involved in a legal battle against the company. Ineos sponsorship of cycling is seen as an attempt to "sportswash" its image by attaching its name to a high-profile cycling team and a green sport.<sup>32 33</sup>

Since the demise of the original off-road SUV Land Rover-made Defender model, a favourite of Ratcliffe's, the petrochemical magnate ordered the production of a similar vehicle - the Grenadier - to be used as an emblem for Ineos' cycling team which was renamed

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<sup>27</sup> Ineos, November 20, 2014, *INEOS moves to become biggest player in the UK Shale Gas Industry*

<https://www.ineos.com/news/ineos-group/ineos-moves-to-become-biggest-player-in-the-uk-shale-gas-industry/>

<sup>28</sup> Frack Off, 2019, *Ineos* <https://frack-off.org.uk/companies/ineos/>

<sup>29</sup> <https://drillordrop.com/2020/10/23/ineos-cuts-63m-from-value-of-uk-shale-assets-because-of-fracking-moratorium/>

<sup>30</sup> *Ibid.*

<sup>31</sup> Cyclingtips, May 10, 2019, *What does Ineos have to gain by sponsoring a cycling team?*

<https://cyclingtips.com/2019/05/what-does-ineos-have-to-gain-by-sponsoring-a-cycling-team/>

<sup>32</sup> The Guardian, June 11, 2019, *Yorkshire village faces petrochemical giant in anti-fracking fight*

<https://www.theguardian.com/environment/2019/jun/11/yorkshire-village-petrochemical-ineos-fracking>

<sup>33</sup> Cyclingtips, May 10, 2019, *What does Ineos have to gain by sponsoring a cycling team?* <https://cyclingtips.com/2019/05/what-does-ineos-have-to-gain-by-sponsoring-a-cycling-team/>



for the Tour de France as the Ineos Grenadiers (a cycling team named after a 4x4 SUV). Ironically, the supposedly British-based engine will now be made in France at Hambach rather than Bridgend in South Wales, the originally destined site, a manufacturing location which the company bought from car manufacturer Mercedes-Benz.<sup>34</sup> The move came as a shock and gave rise to accusations of hypocrisy given Ratcliffe's support for Britain leaving the EU.<sup>35</sup>

In 2010, Ineos moved its headquarters to the town of Rolle in Switzerland for tax purposes. The town currently hosts INEOS Europe AG, after the company moved its main headquarters back to London in 2016 following the government's cuts in corporate tax.<sup>36</sup> Seven years later, the company's CEO, David Thompson, made a name for himself in the Swiss area by taking over the sponsorship of both famous local football and hockey clubs, FC Lausanne-Sport and HC Lausanne.<sup>37</sup> The company has great ambitions for the football club and hopes to have it qualify for European championships.<sup>38</sup> Contrary to its tainted image in the UK, the company's popularity remains untouched in the local area.<sup>39</sup> This partnership reveals its particular importance for the petrochemical company, which it is using as an entry point into the European market.<sup>40</sup>

In 2019, INEOS invested 3 billion euros to expand its chemical production facilities in the port of Antwerp in Belgium, the largest chemical cluster in Europe.<sup>41</sup> This project builds upon the company's business model of importing byproducts from fracking operations in the US (ethane, propane and butane) to be used in

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<sup>34</sup> Ineos Grenadier, December 08, 2020, *Ineos automotive confirms acquisition of hambach production site from Mercedes-Benz*  
<https://ineosgrenadier.com/news/ineos-automotive-confirms-acquisition-of-hambach-production-site-from-mercedes-benz>

<sup>35</sup> BBC, December 08, 2020, *Sir Jim Ratcliffe confirms new vehicle to be made in France*  
<https://www.bbc.co.uk/news/amp/business-55236852>

<sup>36</sup> Friends of the Earth UK, September 2016, *Briefing Ineos*  
<https://friendsoftheearth.uk/sites/default/files/downloads/ineos-briefing-101850.pdf>

<sup>37</sup> Ineos, November 13, 2013, *Ineos buys historic Swiss football club Lausanne-Sport*  
<https://www.ineos.com/news/ineos-group/ineos-buys-historic-swiss-football-club-lausanne-sport/>

<sup>38</sup> *Ibid.*

<sup>39</sup> RTS, March 5, 2018, *Ineos, propriétaire du Lausanne-Sport et "ennemi numéro 1" en Angleterre*  
<https://www.rts.ch/info/monde/9379910-ineos-propretaire-du-lausannesport-et-ennemi-numero-1-en-angleterre.html>

<sup>40</sup> Le Temps, November 13, 2017, *Racheté par Ineos, le Lausanne-Sport se rêve en grand*  
<https://www.letemps.ch/sport/rachete-ineos-lausannesport-se-reve-grand>

<sup>41</sup> Port of Antwerp, 2019, *INEOS announces mega-investment in port of Antwerp*  
<https://www.portofantwerp.com/en/news/ineos-announces-mega-investment-port-antwerp>

chemical production processes for car manufacturing or plastic packaging.<sup>42</sup> To finance this project, the petrochemical company called on institutional investors, such as the banks BNP Paribas, ING and Deutsche Bank, as well as on taxpayers' money.<sup>43</sup> The presence of INEOS Grenadiers vehicles in Belgium was recently met with backlash from activists, who spray painted "Ineos will fall", on the cycling team's vehicles in protest against the company's chemical expansion in the Antwerp port.<sup>44</sup>

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<sup>42</sup> *Ibid.*

<sup>43</sup> FairFin, December 2020, *How our government and banks are trying to fill the bottomless pit of Ineos*  
[https://www.fairfin.be/sites/default/files/2021-02/the%20bottomless%20pit%20of%20Ineos%20ENG\\_v2.pdf](https://www.fairfin.be/sites/default/files/2021-02/the%20bottomless%20pit%20of%20Ineos%20ENG_v2.pdf)

<sup>44</sup> Cyclingnews, December 21, 2020, *Environmentalists damage Ineos Grenadiers vehicles in East Flanders*  
<https://www.cyclingnews.com/news/environmentalists-damage-ineos-grenadiers-vehicles-in-east-flanders/>

## b. Clean air and health

Besides its impact on the climate, transport emissions are particularly damaging for health reasons. Vehicles emit large amounts of pollutants. Of concern are mainly nitrogen oxides (70%) and particulate matter (30%) according to the European Environment Agency. Despite these being subject to law governed by European legislation, populations living in urban areas still breathe air that is above safe limits.<sup>45</sup>

It is estimated that an adult breathes around 15,000 litres of air per day, and if the air is polluted it can cause damage to the lungs and airways, enter the bloodstream and damage internal organs.<sup>46</sup> Full understanding of the consequences is evolving, with both the range and scale of health impacts constantly being revealed as larger than previously thought. For the World Health Organisation (WHO), out of their estimated 8 million premature deaths around the world caused by air pollution, half of these are due to ambient air pollution, the rest being household-related pollution (ie. heating and cooking).<sup>47</sup> Around 500,000 lung cancer deaths and 1.6 million COPD (chronic obstructive pulmonary disease) are caused by air pollution.<sup>48</sup> Added to this, air pollution also contributes to an estimated 19% of all cardiovascular deaths and 21% of all strokes deaths.<sup>49</sup>

But more recent research from three British universities and Harvard looked again at the impact from fossil fuel related air pollution alone, using a more sophisticated analysis. It found that more than 8 million deaths could be attributed alone to just fossil fuel air pollution, accounting for nearly one in 5 of all premature deaths globally.<sup>50 51 52</sup>

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<sup>45</sup> Transport & Environment, 2021, *Road vehicles and air quality*  
<https://www.transportenvironment.org/what-we-do/air-quality-and-transport/road-vehicles-and-air-quality>

<sup>46</sup> *Ibid.*

<sup>47</sup> EPHA, November 2018, *Health impacts and costs of diesel emissions in the EU*  
<https://epha.org/wp-content/uploads/2018/11/embargoed-until-27-november-00-01-am-cet-time-ce-delft-4r30-health-impacts-costs-diesel-emissions-eu-def.pdf>

<sup>48</sup> CHEST Journal, November 09, 2018, *Air Pollution and Noncommunicable Diseases*  
[https://journal.chestnet.org/article/S0012-3692\(18\)32722-3/fulltext](https://journal.chestnet.org/article/S0012-3692(18)32722-3/fulltext)

<sup>49</sup> *Ibid.*

<sup>50</sup> Reuters, February 09, 2021, *Fossil fuel pollution causes one in five premature deaths globally: study*  
<https://www.reuters.com/article/us-health-pollution-fossil/fossil-fuel-pollution-causes-one-in-five-premature-deaths-globally-study-idUSKBN2A90UB>

<sup>51</sup> Harvard, February 09, 2021, *Fossil fuel air pollution responsible for more than 8 million people worldwide in 2018*  
<https://www.seas.harvard.edu/news/2021/02/deaths-fossil-fuel-emissions-higher-previously-thought>

<sup>52</sup> Vohra, K. et al., 2021, *Global mortality from outdoor fine particle pollution generated by fossil fuel combustion: Results from GEOS-Chem*  
<https://www.sciencedirect.com/science/article/abs/pii/S0013935121000487>

Medical research is constantly revealing ever wider impacts from air pollution, including on mental health.<sup>53 54 55</sup> Following the pandemic outbreak in 2020, many studies have established that living in areas with poor air quality increases the severity of Covid symptoms. Where air pollution is concerned, these impacts disproportionately affect people of ethnic and racial minorities and lower income and socio-economic status.<sup>56 57</sup> Crucially, the latest scientific research concludes that among people living in heavily populated areas (in this case US cities) where they are exposed to high levels of fine particulate matter, they also have an 11% higher chance of dying from Covid-19.<sup>58</sup> These new results are of similar significance to the relation established between smoking and diseases.<sup>59</sup>

### Toyota: a record-breaking sponsor

- Toyota 2015–2023 partnership with Australian Football League is estimated to be worth \$18.5 million (Australian dollars) per year<sup>60</sup>.
- Toyota's deal with the Olympics for the period 2017–2024 is worth an estimated \$835 million (US dollars) - four times the cost of previous partnerships. The Japanese carmaker is the first car company to join the International Olympics Committee TOP sponsorship program which gives companies exclusive worldwide marketing rights

<sup>53</sup> The bmj opinion, November 28, 2019, *Yaguang Wei: The dangers of air pollution for human health*

<https://blogs.bmj.com/bmj/2019/11/28/yaguang-wei-the-dangers-of-air-pollution-for-human-health/>

<sup>54</sup> The bmj, 2019, *The health effects of fine particulate air pollution*

<https://www.bmj.com/content/367/bmj.l6609/rr-2>

<sup>55</sup> Ali, N. N., and Khoja, A., 2019, *Growing Evidence for the Impact of Air Pollution on Depression* <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6447209/>

<sup>56</sup> Tessum, C. W., et al., March 26, 2019, *Inequity in consumption of goods and services adds to racial-ethnic disparities in air pollution exposure*

<https://www.pnas.org/content/116/13/6001>

<sup>57</sup> NIHCM, 2020, *Environmental Health: Air Pollution, COVID-19 & Health Disparities*

<https://nihcm.org/publications/environmental-health-air-pollution-covid-19-health-disparities>

<sup>58</sup> New Scientist, November 04, 2020, *Air pollution linked to greater risk of dying from covid-19 in the US*

<https://www.newscientist.com/article/2258774-air-pollution-linked-to-greater-risk-of-dying-from-covid-19-in-the-us/>

<sup>59</sup> *Ibid.*

<sup>60</sup> The Guardian, March 15, 2019, *AFL in \$18.5m-a-year sponsorship deal with Toyota, reportedly largest ever in Australia*

<https://www.theguardian.com/sport/2019/mar/15/afl-in-185m-a-year-sponsorship-deal-with...>

and permission to use the Olympic rings in advertising.<sup>61</sup>

- Toyota USA Motor Sales is the most active carmaker to sponsor sporting events in the US: out of all sports sponsorship deals with an automotive company, 34% are signed with Toyota.<sup>62</sup>

### c. The impact of climatic upheaval on sport

The greatest irony is that despite receiving sponsorship from companies that are directly causing havoc to the climate, global sports are particularly vulnerable to climate breakdown's present and future impacts, which represent a major threat for the sustainability of the sector.

Research from the University of Waterloo found that by 2050, around half of the cities which hosted the Winter Olympics would be potentially too warm for carrying out outdoor snow sports.<sup>63</sup> To raise awareness about the issue, Finland's coldest town of Salla placed a bid to host the 2032 Summer Olympics.<sup>64</sup> In a public announcement, the mayor of Salla said, "If we stand back and do nothing, letting global warming prevail, we will lose our identity, and the town we love – as well as many others around the world – will cease to exist as we know it."<sup>65</sup>

Australia, in particular, is a country prone to devastating impacts of climate change on its sports sector, whose economic value is estimated at AUS\$13 billion.<sup>66</sup> With the mercury set to reach over 35°C for several days in the year by the end of this century, this will render sports conditions increasingly risky for athletes. The 2014 Australian Open is often cited as a particularly striking example of the numerous

<sup>61</sup> USA Today, 2021, *Toyota drives onto Olympic stage in record sponsorship deal*  
<https://eu.usatoday.com/story/sports/olympics/2015/03/13/toyota-drives-onto-olympic-stage-in-record-sponsorship-deal/70258812/>

<sup>62</sup> IEG Sponsorship Report, August 29, 2016, *The Most Active Sponsors In The Auto Category*  
<https://www.sponsorship.com/iegsr/2016/08/29/The-Most-Active-Sponsors-In-The-Auto-Category--Who.aspx>

<sup>63</sup> University of Waterloo, January 22, 2014, *Can the Winter Olympics survive climate change?*  
[https://uwaterloo.ca/news/sites/ca.news/files/uploads/files/oly\\_winter\\_games\\_warmer\\_world\\_2014.pdf](https://uwaterloo.ca/news/sites/ca.news/files/uploads/files/oly_winter_games_warmer_world_2014.pdf)

<sup>64</sup> Reuters, January 26, 2021, *Salla, coldest town in Finland, to bid for 2032 Summer Games*  
<https://www.reuters.com/article/us-olympics-bid-salla/salla-coldest-town-in-finland-to-bid-for-2032-summer-games-idUSKBN29V2I8>

<sup>65</sup> *Ibid.*

<sup>66</sup> The Climate Institute, 2014, *Sport & Climate Impacts: how much heat can sport handle?*  
[https://www.connect4climate.org/sites/default/files/files/publications/Sport\\_and\\_climate\\_report.pdf](https://www.connect4climate.org/sites/default/files/files/publications/Sport_and_climate_report.pdf)

challenges posed by extreme heat in sports. With temperatures reaching above 40°C on the tennis court, conditions for players were deemed “inhumane” forcing some to abandon their games and around 3,000 spectators to leave the match halfway through.<sup>67</sup> Extreme heat temperatures are particularly dangerous for human bodies, with increased risk of organ failure above 38°C and cases of death past the 40°C threshold.<sup>68</sup> Besides tennis, sports like football, running and marathons are especially vulnerable to high temperatures and humidity. Following record breaking heat for the season, at the 2015 Los Angeles Marathon more than 30 runners had to be admitted to hospital.<sup>69</sup> A study into high school football found a threefold increase in heat-related deaths between 1994 and 2009 compared to the previous 15 years.<sup>70</sup>

Droughts on the other hand are particularly damaging for sports like cricket and golf. In 2016, thirteen Indian Premier League games had to be moved away from Maharashtra which was experiencing the most severe droughts in a 100 year period.<sup>71</sup> Droughts also affect river sports, such as canoeing, due to lower water flows.<sup>72</sup> Conversely, flooding is a serious issue for countries playing sports in more temperate regions. Cricket grounds and football stadiums in England, the Netherlands, the US and Canada are especially at risk of flooding.<sup>73</sup> Research predicts that out of England’s 23 football league teams, almost one in four will have experienced partial or total flooding by 2050.<sup>74</sup>

In addition, the increased frequency of climate hazards such as storms, hurricanes, or forest fires will inevitably hinder the capacity to play outdoor sports.

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<sup>67</sup> *Ibid.*

<sup>68</sup> *Ibid.*

<sup>69</sup> NBC News, March 16, 2015, *More Than 30 Hospitalized During Sweltering Los Angeles Marathon*

<https://www.nbcnews.com/news/us-news/more-30-hospitalized-during-sweltering-los-angeles-marathon-n324021>

<sup>70</sup> Grundstein, A. J. et al., 2012, *A retrospective analysis of American football hyperthermia deaths in the United States*

<https://pubmed.ncbi.nlm.nih.gov/21161288/>

<sup>71</sup> Rapid Transition Alliance, June 20, 2020, *Playing against the clock: Global sport, the climate emergency and the case for rapid change*

<https://www.rapidtransition.org/resources/playing-against-the-clock/>

<sup>72</sup> *Ibid.*

<sup>73</sup> *Ibid.*

<sup>74</sup> *Ibid.*



#### d. Sports' contribution to climate change

A recent groundbreaking report by the Rapid Transition Alliance, *Playing Against the Clock*, into the links between the climate crisis and global sports estimates the sector's overall carbon footprint to be in a range which, at the low end, would be equivalent to that of a nation like Bolivia, and at the higher end equal to the emissions of countries like Spain or Poland.<sup>75</sup> The two largest events in global sports,

the Olympics and the World Cup, release as much as 7-8 million tonnes of greenhouse gases into the atmosphere. And, based on some estimates, the average annual emissions for a football club amount to around 10,000 tonnes of greenhouse gases per year.<sup>76</sup>

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<sup>75</sup> Rapid Transition Alliance, June 20, 2020, *Playing against the clock: Global sport, the climate emergency and the case for rapid change*  
<https://www.rapidtransition.org/resources/playing-against-the-clock/>

<sup>76</sup> *Ibid.*

### 3. Normalising polluting lifestyles: how sport sets social norms and why it matters



There is a strong economic rationale for corporations to engage in sports sponsorships. According to several studies, the motives behind corporate sports sponsorship are principally for commercial advantage. Companies use it as a marketing tool to create a positive public image for themselves or increase their TV coverage.<sup>77 78 79</sup> Philanthropic motivations are rarely, if ever, mentioned.<sup>80 81</sup> Other research established that consumer purchases are positively influenced by the belief that a company's brand is involved in sports sponsorship.<sup>82</sup> The relationship was found to be even stronger for customers who had purchased the brand on a prior occasion.<sup>83</sup>

Furthermore, research into the impact of sports sponsorship also shows that it influences consumer behaviour by creating a positive association between the brand and the spectator's sports team.<sup>84</sup> To use the jargon of the industry, sponsorship can also have an effect on consumers' "attitudinal cognitive component" by modifying their perception of the brand.<sup>85</sup>

As described in the example below, corporate brands justify their sponsorship on the basis of creating strong and trustworthy relationships with their customer base. As

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<sup>77</sup> Copeland, R., et al., 1996, *Understanding the Sport Sponsorship Process from a Corporate Perspective*

<https://journals.humankinetics.com/view/journals/jsm/10/1/article-p32.xml>

<sup>78</sup> Abratt, R. et al., March 02, 2015, *Corporate Objectives in Sports Sponsorship*

<https://www.tandfonline.com/doi/abs/10.1080/02650487.1987.11107030>

<sup>79</sup> Marshall, D. W. and Cook G., March 02 2015, *The Corporate (Sports) Sponsor*

<https://www.tandfonline.com/doi/abs/10.1080/02650487.1992.11104507>

<sup>80</sup> Copeland, R., et al., 1996, *Understanding the Sport Sponsorship Process from a Corporate Perspective*

<https://journals.humankinetics.com/view/journals/jsm/10/1/article-p32.xml>

<sup>81</sup> Abratt, R. et al., March 02, 2015, *Corporate Objectives in Sports Sponsorship*

<https://www.tandfonline.com/doi/abs/10.1080/02650487.1987.11107030>

<sup>82</sup> Pope, N., K., Ll. and Voges K., E., 2000 *The Impact of Sport Sponsorship Activities, Corporate Image and Prior Use on Consumer Purchase Intention*

[https://www.researchgate.net/profile/Kevin\\_Voges/publication/29454754\\_The\\_impact\\_of\\_sport\\_sponsorship\\_activities\\_Corporate\\_image\\_and\\_prior\\_use\\_on\\_a\\_consumer\\_purchase\\_intent/links/5432f1540cf22395f29e01c7/The-impact-of-sport-sponsorship-activities-Corporate-image-and-prior-use-on-a-consumer-purchase-Intent.pdf](https://www.researchgate.net/profile/Kevin_Voges/publication/29454754_The_impact_of_sport_sponsorship_activities_Corporate_image_and_prior_use_on_a_consumer_purchase_intent/links/5432f1540cf22395f29e01c7/The-impact-of-sport-sponsorship-activities-Corporate-image-and-prior-use-on-a-consumer-purchase-Intent.pdf)

<sup>83</sup> *Ibid.*

<sup>84</sup> Mason, K., 2005 *How Corporate Sport Sponsorship Impacts Consumer Behavior*

[https://www.researchgate.net/publication/237227040\\_How\\_Corporate\\_Sport\\_Sponsorship\\_Impacts\\_Consumer\\_Behavior](https://www.researchgate.net/publication/237227040_How_Corporate_Sport_Sponsorship_Impacts_Consumer_Behavior)

<sup>85</sup> *Ibid.*



General Motors, former sponsor of the Olympic Committee, the Women's National Basketball Association, the PGA Tour and PGA of America, put it:

"We are now trying to be more focused on what we are doing, and we want to go much deeper with each relationship. Instead of going a mile wide and an inch deep, we want to go a mile deep and an inch wide. It's all about creating stronger connection points with consumers based on their passions."<sup>86</sup>

Companies go to great lengths to position themselves more broadly in line with their sports sponsorship. In relation to its partnership with the Tokyo Olympics and Paralympics Games, Toyota GB marketing director argues:

"Toyota wants to make sustainable mobility accessible for everyone, regardless of age or physical ability. This mission to deliver ever-better mobility for all is at the heart of our brand and resonates with the way in which athletes can inspire people to go further and realise their dreams"<sup>87</sup> "Tokyo 2020 is an extremely important and exciting time for the Toyota brand as our business begins its evolution from an automotive manufacturer to a mobility company and we look forward to bringing this to life through this partnership and beyond."<sup>88</sup>

On other occasions, companies give more practical reasons behind their associations. The airline Emirates, for example, justifies its sponsorship of the French football club Olympique Lyonnais through connecting flights between the cities of Dubai and Lyon:

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<sup>86</sup> IEG Sponsorship Report, May 07, 2010, *Inside GM's new sponsorship strategy*  
<https://www.sponsorship.com/iegsr/2010/05/10/Inside-GM-s-New-Sponsorship-Strategy.aspx>

<sup>87</sup> Campaign, February 05, 2018, *Toyota signs eight-year Team GB sponsorship deal*  
<https://www.campaignlive.co.uk/article/toyota-signs-eight-year-team-gb-sponsorship-deal/1456239>

<sup>88</sup> The Drum, January 06, 2020, *Toyota signs eight-year Team GB sponsorship deal*  
<https://www.thedrum.com/news/2020/01/06/toyota-and-bp-sponsor-channel-t4-s-tokyo-2020-paralympic-coverage>

“With Olympique Lyonnais, we’ve found a partner that mirrors our ‘Fly Better’ brand promise of striving to achieve the highest levels of success, and there is already a connection between Lyon and Dubai with Emirates’ daily flights between both cities.”<sup>89</sup>

Besides economic value, sports play a significant societal role. In many countries, sports are part of the cultural waters in which people swim. In India, a 2015 cricket match between India and Pakistan was watched by a billion people – approximately a seventh of the world’s population.<sup>90</sup> International events like the Olympics Games can attract as much as half of the world’s population (3.6 billion people) as recorded during the 2012 games.<sup>91</sup> These facts demonstrate the incredibly powerful reach of sponsorship. More than anything, partnerships between corporations and sports create a ‘cultural license to operate’. In other words, it grants companies a certain sense of credibility and normality in society, simply by having them associate their name with established sports teams and events. If a company has, or is vulnerable to, reputational problems, the term ‘sports wash’ has been used to describe the potential benefits to companies.

This is something which the advertising industry itself is becoming aware of at the highest levels. Addressing an Advertising Association webinar, AdNet Zero, in December 2020,<sup>92</sup> focused on the industry’s track record on climate, Charles Ogilvie, COP 26 Strategy Director for the UK government, commented that, *“from the advertising sector’s perspective, sometimes it will be better for your client not to turn up [to the COP26 climate talks]. And I say that quite clearly. It will do them no good because they will be pilloried because their attempt to greenwash themselves will ultimately not succeed and will be highlighted by protesters and commentators and potentially even politicians. So it will*

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<sup>89</sup> The Drum, February 07, 2020, *Emirates agrees five-year Olympique Lyonnais sponsorship deal*  
<https://www.thedrum.com/news/2020/02/07/emirates-agrees-five-year-olympique-lyonnais-sponsorship-deal>

<sup>90</sup> The Guardian, February 15, 2015, *Cricket World Cup: India v Pakistan watched by a billion people – in pictures*  
<https://www.theguardian.com/sport/gallery/2015/feb/15/cricket-world-cup-india-v-pakistan-watched-by-a-billion-people-in-pictures>

<sup>91</sup> Sponsorship Intelligence, December 2012, *London 2012 Olympic Games Global Broadcast Report*  
[https://stillmed.olympic.org/Documents/IOC\\_Marketing/Broadcasting/London\\_2012\\_Global\\_%20Broadcast\\_Report.pdf](https://stillmed.olympic.org/Documents/IOC_Marketing/Broadcasting/London_2012_Global_%20Broadcast_Report.pdf)

<sup>92</sup> Advertising Association, December 16, 2020, *Ad Net Zero: COP26 Briefing with Strategy Director, Charles Ogilvie*  
[withhttps://adassoc.org.uk/events/ad-net-zero-cop26-briefing-with-strategy-director-charles-ogilvie/](https://adassoc.org.uk/events/ad-net-zero-cop26-briefing-with-strategy-director-charles-ogilvie/)

*be a bad move for them and it will be bad for us because it will become noise."*

**"From the advertising sector's perspective, sometimes it will be better for your client not to turn up [to the COP26 climate talks]. And I say that quite clearly. It will do them no good because they will be pilloried because their attempt to greenwash themselves will ultimately not succeed and will be highlighted by protesters and commentators and potentially even politicians. So it will be a bad move for them and it will be bad for us because it will become noise."**

Charles Ogilvie, COP26 Strategy Director for the UK government, addressing an advertising industry webinar in December 2020



Photo: Unsplash – Nelson Ndongala

The Emirates airline sponsors many sports, including the English FA club, Arsenal's stadium.

## a. The “soft power” of sports sponsorship

In contrast with car companies or airlines whose involvement in sports sponsorship is focused on brand and reputation building, and increasing sales, fossil fuel companies such as Gazprom or Ineos may typically have additional aims (see tables 2 and 4). Their sponsorship of large scale sports events or world renowned sports teams hands can be leveraged for geopolitical influence. Amnesty International first talked of a case of “sports washing” in relation to the deal secured between the United Arab Emirates’ capital, Abu Dhabi, and football club Manchester City.<sup>93</sup> Amnesty sees ties with big sports as an attempt for the country to improve its image in relation to human rights abuses.<sup>94</sup> Similarly, companies like Gazprom or Ineos may use the “soft power” of sports to position themselves in the energy field.

### Gazprom – fossil-fuelling European football

- Gazprom signed a \$90 million (€71.7 million) 4-year sponsorship deal with FIFA including the 2018 World Cup.<sup>95</sup>
- Previous Chelsea sponsor, oil company Sibneft, sold its shares in the football club to Gazprom for an estimated \$13 billion (€10.4 billion).<sup>96</sup>
- In 2010, the company secured a five-year deal with Serbia’s football club Red Star Belgrade worth around \$19 million (€15.2 million)<sup>97</sup>
- The latest deal with German football club Schalke extended until 2022 is estimated at €20 million<sup>98</sup>

Gazprom, the world’s largest gas producer and state-owned Russian company has been reported to use its sports sponsorship contracts as a way of

<sup>93</sup> The Guardian, November 10, 2018, *Amnesty turns the heat up on ‘sportswashing’ Manchester City owners*  
<https://www.theguardian.com/football/2018/nov/10/manchester-city-amnesty-international-football-leaks>

<sup>94</sup> *Ibid.*

<sup>95</sup> These Football Times, January 15, 2015, *Gazprom’s colossal football empire*  
<https://thesefootballtimes.co/2015/01/15/the-gazprom-empire/>

<sup>96</sup> *Ibid.*

<sup>97</sup> Sports Pro, July 16, 2010, *Red Star Belgrade sign multi-million dollar deal with Gazprom*  
[https://www.sportspromedia.com/news/red\\_star\\_belgrade\\_sign\\_multi-million\\_dollar\\_deal\\_with\\_gazprom](https://www.sportspromedia.com/news/red_star_belgrade_sign_multi-million_dollar_deal_with_gazprom)

<sup>98</sup> These Football Times, January 15, 2015, *Gazprom’s colossal football empire*  
<https://thesefootballtimes.co/2015/01/15/the-gazprom-empire/>

strengthening its political influence – and is looking to extend its gas network in Western Europe.<sup>99</sup> Gazprom sponsors four European football clubs: Zenit Saint Petersburg, Schalke 04, Chelsea and Red Star Belgrade, as well as the UEFA Champions League (a 9-year partnership running from 2012–2021) and the prestigious FIFA World Cup.<sup>100</sup> In contrast with other sports, football sponsorships tend to include a legal right to use a property's name and give access to corporate hospitality facilities inside stadiums.<sup>101</sup> These are very useful tools to gain geo-political influence in terms of raised profile and being prestigious venues, convenient and attractive for holding meetings, formal and informal, with decision-makers.

In 2006 the company's logo appeared on the German football team FC Schalke 04 – also referred to as "the Miners" given their location in the coal heartlands of Germany.<sup>102</sup> This deal followed the approval of a gas pipeline a year earlier – the Nord Stream 1 – directly connecting Russia and Germany.<sup>103</sup> Gazprom provides 35% of Germany's gas supplies, which makes the country its largest foreign market.<sup>104</sup> In 2006, the company also signed a deal with the Russian football team Zenit. Such deals give good publicity to the company, which even arranged for the team to play on one of its gas platforms. The deal also helped build ties between Russia and Germany whose teams Zenit and FC Schalke 04 played in a friendly match in 2007.<sup>105</sup> In 2010, Gazprom took over sponsorship of Serbia's team Red Belgrade and simultaneously secured a pipeline project in the area – the South Stream – which was later cancelled in 2014.<sup>106</sup> The company is now looking to secure its Nord Stream 2 project, of which Germany is a partner. In 2013, Greenpeace staged a protest at a match between football teams FC Basel and FC Schalke 04 to expose Gazprom's role in Arctic

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<sup>99</sup> Vox, January 31 2020, *Why this Russian gas company sponsors soccer teams*  
<https://www.vox.com/videos/2020/1/31/21117233/gazprom-russia-soccer-sponsor>

<sup>100</sup> These Football Times, January 15 2015, *Gazprom's colossal football empire*  
<https://thesefootballtimes.co/2015/01/15/the-gazprom-empire/>

<sup>101</sup> <https://www.scmp.com/sport/football/article/2188557/sports-sponsorship-fuelling-gazproms-soft-power-how-russian-energy>

<sup>102</sup> Vox, January 31 2020, *Why this Russian gas company sponsors soccer teams*  
<https://www.vox.com/videos/2020/1/31/21117233/gazprom-russia-soccer-sponsor>

<sup>103</sup> South China Morning Post, March 05 2019, *Sports sponsorship fuelling Gazprom's soft power: how the Russian energy supplier uses football to reach out to decision-makers*  
<https://www.scmp.com/sport/football/article/2188557/sports-sponsorship-fuelling-gazproms-soft-power-how-russian-energy>

<sup>104</sup> These Football Times, January 15 2015, *Gazprom's colossal football empire*  
<https://thesefootballtimes.co/2015/01/15/the-gazprom-empire/>

<sup>105</sup> Vox, January 31 2020, *Why this Russian gas company sponsors soccer teams*  
<https://www.vox.com/videos/2020/1/31/21117233/gazprom-russia-soccer-sponsor>

<sup>106</sup> *Ibid.*

fossil fuel extraction.<sup>107</sup> The company's influence remained however, and it added its name to major football events, such as the 2018 World Cup and the forthcoming UEFA Euro 2020 Championships, now scheduled for summer 2021.

## **b. Precedents for initiatives to clean fossil fuel sponsorship out of other sectors**

High carbon sponsorship of the arts, by fossil fuel companies in particular, is something that grassroots groups have campaigned for many years to remove. Organisations like Culture Unstained, BP or not BP, or Liberate Tate have criticised the ties fostered by fossil fuel campaigners with high-profile cultural and arts institutions, such as The National Portrait Galleries, the Tate Modern or the Royal Shakespeare Company.

Thanks to successful campaigns led by these groups and increasing public pressure, some sponsors have had their names removed from these arts institutions. According to campaigners, these victories are far from merely symbolic. In fact they argue, these show that, “through sustained pressure, public rejections of BP and other fossil fuel firms have become an effective tool for challenging what is known as the industry’s social license to operate. Warm words have done little to end the industry’s pursuit of fossil fuels, but cutting cultural and financial ties is now changing the discursive space.”<sup>108</sup> For these groups, arts organisations cannot pretend anymore to be merely “neutral” institutions in the face of fossil fuel sponsorship who have used their “progressive, educational agenda” as a tool to “artwash their image”.<sup>109</sup>

Similar reasoning can be applied to the case for ending sports sponsorship by high carbon companies, whose ties with sports provide them with an increasingly powerful platform to curate their public image.

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<sup>107</sup> Vox, January 31, 2020, *Why this Russian gas company sponsors soccer teams*  
<https://www.vox.com/videos/2020/1/31/21117233/gazprom-russia-soccer-sponsor>

<sup>108</sup> Artnet, February 28, 2020, *Museums’ Rejection of Fossil Fuel Sponsorship Is More Than Just Symbolic. Here’s Why It Can Have Real-World Impact*  
<https://news.artnet.com/opinion/culture-unstained-museum-sponsorship-op-ed-1789302>

<sup>109</sup> *Ibid.*

## 4. The case for ending high-carbon sponsorship of sport



Lately, the advertising industry has been waking up to the scale of climate destabilisation by setting up different climate initiatives. In the UK, the Purpose Disruptors, a network of advertising professionals, are calling for a full reset of their industry in order to tackle the high carbon consumerism fuelled by advertising campaigns.<sup>110</sup> The next UN climate conference – the COP26 set in Glasgow in November 2021 – has prompted the UK Advertising Association to release a 5-step action plan on how the sector can meet net zero emissions.<sup>111</sup> These, though, are mostly broad, general pledges that companies in the industry can sign onto, which say nothing about the sector’s underlying responsibility in fuelling materialism and over-consumption, and creating a platform for high-carbon companies.



The airline Emirates also sponsors international rugby.

<sup>110</sup> The Great Reset <https://greatreset.com>

<sup>111</sup> Advertising Association, 2020, AdNet Zero <https://www.adassoc.org.uk/ad-net-zero/>

Awareness of the scale of the climate crisis has struck the world of global sports more recently. For example, a group of 300 Olympic and Paralympic athletes wrote a letter to the UK Government pressing it to consider a specifically green recovery from the global pandemic.<sup>112</sup> The letter was released through the Champions for Earth initiative which counts among its founding members environmental lawyer and British Olympic Rower Melissa Wilson,<sup>113</sup> who said, “Each of the Champions For Earth athletes have experienced what can be achieved by individuals coming together in a team – creating something that is greater than the sum of its parts. Climate change is the issue, more than any other, that needs that kind of collaboration – because it affects every single one of us.”<sup>114</sup>

**Sports sponsorship also logically falls under the remit of responsible consumption listed under principle 4 of the UN Sports for Climate Action Framework**

At a more institutional level, the UN recently launched a platform for implementing the recommendations from the Paris Climate Agreement in the sector.<sup>115</sup> Organisations who sign onto the *Sport for Climate Action Initiative* must commit to a set of 5 principles and demonstrate their progress towards meeting each of these targets as part of their overall engagement.

Principle 4, in particular, states that sports organisations and events organisers should have sustainable procurement policies in place in order to promote sustainable and responsible consumption.<sup>116</sup> Besides the obvious climate impacts generated from transport, building materials or energy provisions, the case of sports sponsorship also logically falls under the remit of responsible consumption

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<sup>112</sup> Itv News, September 23, 2020, *Olympic and Paralympic stars line up for call to tackle climate crisis*  
<https://www.itv.com/news/2020-09-22/olympic-and-paralympic-stars-line-up-for-call-to-tackle-climate-crisis>

<sup>113</sup> Champions for Earth, September 23, 2020, *Green Recovery Letter*  
<https://championsforearth.com/green-recovery-letter/>

<sup>114</sup> Ecoathletes, August 31, 2020, *Champions For Earth Becomes Newest EcoAthletes Organizational Supporter*  
<https://ecoathletes.org/2020/08/champions-for-earth-becomes-newest-ecoathletes-organizational-supporter/>

<sup>115</sup> UNFCCC, *Sports for Climate Action Framework*  
[https://unfccc.int/sites/default/files/resource/Sports\\_for\\_Climate\\_Action\\_Declaration\\_and\\_Framework.pdf](https://unfccc.int/sites/default/files/resource/Sports_for_Climate_Action_Declaration_and_Framework.pdf)

<sup>116</sup> *Ibid.*



listed under principle 4 of the UN Sports for Climate Action Framework, below.

## UN Sports for Climate Action Framework

UN Sports for Climate Action Framework – Principle 4:  
Promote sustainable and responsible consumption

The objective of this principle encourages sports organizations and sports events organizers to adopt sustainable procurement policies to motivate providers to develop cleaner options. Communication campaigns toward fans and other stakeholders could be built, to promote the use of greener, sustainable options. This also applies to giving preference to sustainable means of transport, being one of the major sources of GHG emissions in sports, thereby supporting global transition to low carbon transport.<sup>117</sup>

Many high carbon companies controversially sign onto scientifically dubious carbon offsetting programs, while keeping their core business practices largely unchanged (see box below). It's equally questionable for sports organisations to claim climate neutrality while accepting money from companies who are directly undermining their climate commitments. If global sports is to take the issue of climate breakdown seriously, it must be consistent and coherent and review its partnerships with organisations whose practices go against their efforts to safeguard the future of our planet. In 2019, Paris mayor Anne Hidalgo set a precedent in the field by denying the fossil fuel giant Total access to sponsor the 2024 Olympics, stating that "it would be very difficult for our fellow citizens to identify with companies whose activity would have a big impact on the environment, based in particular on the massive use of carbon-based energies."<sup>118</sup>

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<sup>117</sup> UNFCCC, *Sports for Climate Action Framework*  
[https://unfccc.int/sites/default/files/resource/Sports\\_for\\_Climate\\_Action\\_Declaration\\_and\\_Framework.pdf](https://unfccc.int/sites/default/files/resource/Sports_for_Climate_Action_Declaration_and_Framework.pdf)

<sup>118</sup> France 24, June 05 2019, *Total pull sponsorship plug on 2024 Olympics over 'eco-Games'*  
<https://www.france24.com/en/20190605-total-pull-sponsorship-plug-2024-olympics-over-eco-games>

## Why offsetting is not a polluter's 'get out of jail free' card

Carbon offsetting is now commonly used by companies who sign up to greenhouse gas emission reduction programmes. The practice, initiated by the UN Kyoto protocol, allows companies to keep on emitting a certain amount of carbon emissions and be given 'carbon credits' in exchange for investing in carbon reduction projects, such as reforestation schemes, in other countries (often in the Global South). Among global sports institutions, FIFA is the first high-profile organisation to set a precedent in the field of carbon offsetting. By pledging to become carbon neutral by 2050, the international federation of football opens the door for other football clubs to follow suit. Carbon offsetting schemes have however been criticised on several grounds, for their highly "limited-to-nil" impact on reducing emissions, to outright negative impacts when there are devastating consequences on local communities where some projects take place.<sup>119</sup> The schemes grant large polluting companies, like fossil fuel firms or airlines, the license to keep polluting while engaging in carbon reduction projects that often lack scientific credibility whilst functioning in support of greenwashing and PR strategies for reputation management.<sup>120</sup> A 2016 study for the European Commission found that the UN's offsetting mechanism, which FIFA signed onto, had significant flaws and that only 7% of emissions reductions credits were of substantial and measurable value.<sup>121</sup>

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<sup>119</sup> Boehm, S. and Siddharta, D., 2009, *Upsetting the Offset: The Political Economy of Carbon Markets* <http://repository.essex.ac.uk/7271/>

<sup>120</sup> Greenpeace, May 26, 2020, *The biggest problem with carbon offsetting is that it doesn't really work* <https://www.greenpeace.org.uk/news/the-biggest-problem-with-carbon-offsetting-is-that-it-doesnt-really-work/>

<sup>121</sup> Climate Home News, June 11, 2018, *Fifa accused of greenwashing in World Cup carbon offset scheme* <https://www.climatechangenews.com/2018/06/11/fifa-accused-greenwashing-world-cup-carbon-offset-scheme/>

## 5. The multiple health, social and local economic benefits of localised, low carbon sport



Sport has not only many proven benefits for physical and mental health but it can also play an important role in the local economy and community by bringing people together, encouraging more localised spending, and forging relationships across different cultures and socio-economic backgrounds. Local sports clubs can also set an example for fostering meaningful climate action and contributing to local, low carbon rapid transition. Organisations like Forest Green Rovers in the West of England, the first UN certified zero carbon football club, are taking the lead on tackling carbon emissions. Forest Green Rovers runs on 100% renewable energy, serves strictly vegan food to its players and fans, installed rainwater recycling, a solar powered lawn mower and electric vehicles charging points on its grounds.<sup>122</sup>

More recent developments in the field include clubs like Real Betis in Seville who have committed to being 'climate neutral'. German football clubs Mainz SC and FC Freiburg, on the other hand, have been pioneering sustainability practices for more than a decade now by installing green waste management schemes and powering their stadiums with renewable energy.<sup>123</sup> These cases illustrate the multiple positive impacts that local sports clubs can have on their local community and the wider environment. With sports fans looking up to their favourite local sports teams and players as role models, such initiatives can act as a powerful tool to foster broader positive behavioural change.

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<sup>122</sup> Rapid Transition Alliance, June 20, 2020, *Playing against the clock: Global sport, the climate emergency and the case for rapid change*  
<https://www.rapidtransition.org/resources/playing-against-the-clock/>

<sup>123</sup> Rapid Transition Alliance, August 27, 2020, *An open goal for transition – will global sport follow the lead of a small English football club?*  
<https://www.rapidtransition.org/stories/an-open-goal-for-transition-will-global-sport-follow-the-lead-of-a-small-english-football-club/>

## 6. Kicking carbon out of sport: our recommendations



Reforms in the field of sports, such as those initiated by the UN Sports for Climate Action Framework, are welcome and necessary to meet international climate targets. However, it is imperative that calls for climate action amount to more than mere publicity campaigns from sports clubs and events to promote an environmentally responsible image. For sports organisations who are publicly advertising their green credentials, such as the British sailing team<sup>124</sup> (currently sponsored by Ineos and previously Range Rover), it is inconsistent and counter-productive simultaneously to accept sponsorship money from companies that are actively contributing to climate breakdown. On a similar note, all English Premier League clubs ranked among the top 3 most green – based upon the Sport Positive Summit sustainability ranking – are also sponsored by high carbon companies, being automotive or airlines (with the exception of Brighton & Hove Albion).<sup>125</sup>

Sport needs to up its game and adopt policies that reject high carbon sponsors. Clubs, competitions and institutions need to take their climate commitments seriously. To do so, as a minimum, they should follow the proposals included in the *Rapid Transition Alliance's* report *Playing Against the Clock: Global Sport, the Climate Emergency and the Case For Rapid Change*<sup>126</sup> – including but not limited to:

- **Positively screen corporate sponsors** and turn down any from companies promoting clearly high carbon lifestyles, products and services, especially those in the automotive, airlines and fossil fuel industries.
- **Sign up to the UN Sport for Climate Action Framework** and within one year of signing draw up and publish a comprehensive ten-year plan to ensure that their own

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<sup>124</sup> low carbon, February 15, 2016, *2016: the year where the sports teams lead by example in the fight against climate change* <https://www.lowcarbon.com/blog/2016-the-year-where-the-sports-teams-lead-by-example-in-the-fight-against-climate-change/>

<sup>125</sup> BBC, January 25, 2021, *How green are Premier League clubs? Tottenham top sustainability table* <https://www.bbc.com/sport/football/55790760>

<sup>126</sup> Rapid Transition Alliance, June 20, 2020, *Playing against the clock: Global sport, the climate emergency and the case for rapid change* <https://www.rapidtransition.org/resources/playing-against-the-clock/>

operations and that of their sport (including spectators' travel) are zero carbon by 2030.

- **Set clear annual targets and steps on how to achieve them.** Presidents and CEOs need to take personal responsibility for their delivery. To ensure appropriate monitoring and reporting on these targets, they need to be reviewed by an entirely independent body.
- **After 2030, any global sports events or tours that are not zero carbon should be cancelled or postponed until they are.** Sports federations that are not zero carbon should be excluded from the Olympics. National federations that had not made sufficient client progress toward cutting carbon emissions could be excluded from international competition by their sports federations.
- **Global sport must actively cut its reliance on air travel.** Part of the solution includes holding fewer tournaments and competitions, and for sports organisations to commit to compensating for the damage resulting from their emissions, especially to the most vulnerable communities harmed by increasingly extreme climate conditions.
- **Zero carbon plans must be a condition of public support.** Government and other public bodies, from sports ministries to the European Union, that fund sporting organisations must make zero carbon plans a precondition of any future support.
- **Increase support to low-carbon, local grassroots sport.** All sports federations, global and national, need to survey the impact of climate change on grassroots sport, and establish funding mechanisms to support its response to these problems. Perhaps most important of all, the global sports industry needs to reprioritise grassroots and local sport (low carbon) over professional and global sport (high carbon).

These policy shifts, alongside practical in-house carbon reduction measures, must form the building blocks of any climate plan that sports organisations sign onto.

# Appendix 1:

## High carbon sponsorship



Controls on junk food advertising provide ample precedents for active measures to improve public health, as well as an accumulation of experience in practically how to identify problematic product promotion, develop policies and implement measures.<sup>127</sup> We recommend the following definitions of ‘advertising for high carbon products’ that should be covered in the list of sponsorship exclusions for sports. We emphasise that ending *advertising* of a product is not the same as banning the product itself. A comparable example is tobacco advertising, which was finally prohibited in the UK in 2003 after decades of public health campaigning.

We recommend that sports sponsorship exclusions should cover:

| Category:  | Notes:  |
|--|---|
| <p><b>Airlines and airports:</b> all advertising by airports and airlines which might reasonably be deemed to promote more flying</p>  | <p>There are no low carbon options for commercial air travel available currently or for the foreseeable future, so air travel <i>per se</i> should be treated as high carbon.<sup>128</sup></p> |
| <p><b>Advertising by fossil fuel companies:</b> We define fossil fuel companies as firms that have over 80% of their investments in coal, oil and gas and / or operate as companies primarily concerned with selling fossil fuels and their derivative petrochemicals. <a href="#">Carbon Underground 200</a> provides a useful background on issues and methodologies for defining fossil fuel companies.</p> |   |

<sup>127</sup> Sustain, 2019, *Taking down junk food ads - How local areas are taking action on outdoor advertising*

[https://www.sustainweb.org/publications/taking\\_down\\_junk\\_food\\_ads/](https://www.sustainweb.org/publications/taking_down_junk_food_ads/)

<sup>128</sup> Climate Change Committee, 2019, *Letter: International aviation and shipping and net zero, "Zero-carbon aviation is highly unlikely to be feasible by 2050"*

<https://www.theccc.org.uk/publication/letter-international-aviation-and-shipping/>

| Category:   | Notes:   |
|---|--|
| <p><b>Cars:</b> exclude all advertising and promotions for petrol, diesel and hybrid vehicles and Plug-In Hybrid Electric Vehicles (PHEV)</p> | <p>Advertising for Battery Electric Vehicles (BEV) as distinct from PHEV could still be permitted, and in principle hydrogen fuelled vehicles. PHEVs have been shown not to yield meaningful emissions savings over conventional vehicles.<sup>129</sup></p> |

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<sup>129</sup> Transport & Environment, 2020, *A new Dieselgate in the making*  
[https://www.transportenvironment.org/sites/te/files/publications/2020\\_11\\_Plug-in\\_hybrids\\_report\\_final.pdf](https://www.transportenvironment.org/sites/te/files/publications/2020_11_Plug-in_hybrids_report_final.pdf)

## Appendix 2:

# High carbon sponsorships in sport



| Sports   | Category            | Name  | Sponsorship                      |
|----------|---------------------|---|----------------------------------|
| Football | Association         | International Federation of Association Football (FIFA) | Hyundai, Qatar Airways           |
| Football | Association         | Union of European Football Association (UEFA)           | Nissan, Kia, Gazprom, Volkswagen |
| Football | Tournament          | UEFA Champions League                                   | Nissan, Gazprom, Expedia         |
| Football | Tournament          | CONMEBOL Sudamericana                                   | Qatar Airways                    |
| Football | Tournament          | CONMEBOL Libertadores                                   | Qatar Airways, Ford              |
| Football | Association         | Confederation of African Football (CAF)                 | Total                            |
| Football | Association         | Asian Football Confederation (AFC) - AFC Cup            | Emirates, Toyota                 |
| Football | Association         | English Football Association (FA) - Emirates FA Cup     | Emirates                         |
| Football | Association         | French Football Federation (FFF)                        | Volkswagen                       |
| Football | Association         | Italian Football Federation (FIGC)                      | Eni                              |
| Football | Premier League Club | Arsenal   | Emirates                         |
| Football | Premier League Club | Chelsea   | Hyundai, MSC Cruises             |
| Football | Premier League Club | Liverpool   | MG Motor                         |
| Football | Premier League Club | Manchester City   | Etihad Airways, Nissan           |
| Football | Premier League Club | Manchester United                                       | Chevrolet, Aeroflot              |
| Football | Premier League Club | Newcastle United  | Pulman Volkswagen                |



|          |                     |                     |                        |
|----------|---------------------|---------------------|------------------------|
| Football | Premier League Club | Tottenham Hotspurs  | Audi                   |
| Football | Premier League Club | West Ham United     | Eva Air                |
| Football | Bundesliga Club     | FC Augsburg         | Audi                   |
| Football | Bundesliga Club     | FC Bayern Munich    | Audi, Qatar Airways    |
| Football | Bundesliga Club     | Borussia Dortmund   | Opel                   |
| Football | Bundesliga Club     | Hertha BSC          | Hyundai                |
| Football | Bundesliga Club     | FC Koln             | Ford, Renault          |
| Football | Bundesliga Club     | FSV Mainz 05        | Opel                   |
| Football | Bundesliga Club     | Schalke 04          | Gazprom                |
| Football | Bundesliga Club     | Union Berlin        | Total                  |
| Football | Bundesliga Club     | VfL Wolfsburg       | Volkswagen             |
| Football | Ligue 1 Club        | Lyon                | Emirates               |
| Football | Ligue 1 Club        | Marseille           | Toyota                 |
| Football | Ligue 1 Club        | Monaco              | Toyota                 |
| Football | Ligue 1 Club        | Nice                | Ineos                  |
| Football | Ligue 1 Club        | Paris-Saint-Germain | Qatar Airways, Renault |
| Football | Ligue 1 Club        | Rennes              | Mercedes-Benz          |
| Football | Seria A Club        | Atalanta            | Volvo                  |
| Football | Seria A Club        | Hellas Verona       | Mercedes-Benz          |
| Football | Seria A Club        | Juventus            | Jeep                   |
| Football | Seria A Club        | Milan               | Emirates               |
| Football | Seria A Club        | Roma                | Qatar Airways, Hyundai |
| Football | Seria A Club        | Sassuolo            | Volvo                  |
| Football | Seria A Club        | Torino              | Suzuki                 |
| Football | La Liga Club        | Atletico Madrid     | Hyundai                |
| Football | La Liga Club        | Eibar               | Avia                   |
| Football | La Liga Club        | Levante             | Volkswagen, Audi       |

|                     |              |   |                 |
|---------------------|--------------|---|-----------------|
| Football            | La Liga Club | Real Madrid                                     | Emirates, Audi  |
| Football            | La Liga Club | Valencia  | Skoda,Vueling   |
| Football            | La Liga Club | Villarreal                                      | VW, Audi, Skoda |
| Football            | Stadium      | Audi Sportpark (Ingolstadt, Germany)            | Audi            |
| Football            | Stadium      | Mercedes-Benz Arena (Stuttgart, Germany)        | Mercedes-Benz   |
| Football            | Stadium      | Volkswagen Arena (Wolfburg, Germany)            | Volkswagen      |
| Football            | Stadium      | Skoda Xanthi Arena (Xanti, Greece)              | Skoda           |
| Football            | Stadium      | Dacia Arena (Udine, Italy)                      | Dacia           |
| Football            | Stadium      | Nissan Stadium (Yokohama, Japan)                | Nissan          |
| Football            | Stadium      | Shonan BMW Stadium Hiratsuka (Hiratsuka, Japan) | BMW             |
| Football            | Stadium      | Toyota Stadium (Toyota City, Japan)             | Toyota          |
| Football            | Stadium      | Emirates Stadium (London)                       | Emirates        |
| Australian Football | League       | Australian Football League                      | Toyota          |
| American Football   | Stadium      | Audi Field (Washington, US)                     | Audi            |
| American Football   | Stadium      | Ford Centre at the Start (Frisco, US)           | Ford            |
| American Football   | Stadium      | Ford Field (Detroit)                            | Ford            |
| American Football   | Stadium      | Honda Center (Anaheim, US)                      | Honda           |
| American Football   | Stadium      | Mercedes-Benz Superdome (New Orleans, US)       | Mercedes-Benz   |
| American Football   | Stadium      | Mercedes-Benz Stadium (Atlanta, US)             | Mercedes-Benz   |
| American Football   | Stadium      | Nissan Nashville (Tennessee, US)                | Nissan          |
| American            | Stadium      | Rio Tinto Stadium (Sandy,                       | Rio Tinto       |

|                   |                               |  |                  |
|-------------------|-------------------------------|--|------------------|
| Football          |                               | US)  |                  |
| American Football | Stadium                       | Toyota Field (San Antonio, US)                     | Toyota           |
| American Football | Stadium                       | Toyota Stadium (Fenton, US)                        | Toyota           |
| Cricket           | Stadium                       | Emirates Airline Park (Johannesburg, South Africa) | Emirates         |
| Cricket           | Stadium                       | Emirates Riverside (Chester-Le-Street, England)    | Emirates         |
| Cricket           | Stadium                       | Emirates Old Trafford (Manchester, England)        | Emirates         |
| Cricket           | Game                          | ICC Cricket World Cup                              | Emirates, Nissan |
| Cricket           | Game                          | Indian Premier League                              | Tata Altroz      |
| Cricket           | England and Wales County team | Durham   | Emirates         |
| Cricket           | England and Wales County team | Essex  | Ford             |
| Cricket           | England and Wales County team | Glamorgan  | Aston Martin     |
| Cricket           | England and Wales County team | Gloucestershire                                    | Audi             |
| Cricket           | England and Wales County team | Surrey   | Kia              |
| Cricket           | National team                 | Indian Premier League                              | Hyundai          |
| Olympics          | Game                          | Olympics Games                                     | Toyota, Dow      |
| Olympics          | Game                          | Paralympic Games                                   | Toyota, BP       |
| Olympics          | Winter Olympics Association   | International Biathlon Association                 | BMW              |
| Olympics          | Winter Olympics Association   | International Bobsleigh and Skeleton Federation    | BMW, Gazprom     |

|          |                             |                                       |                           |
|----------|-----------------------------|---------------------------------------|---------------------------|
| Olympics | Winter Olympics Association | International Ski Federation          | Audi                      |
| Olympics | Summer Olympics Association | World Archery Federation              | Hyundai                   |
| Olympics | Summer Olympics Association | Badminton World Federation            | Total                     |
| Olympics | Summer Olympics Association | International Cycling Union           | Mercedes-Benz             |
| Olympics | Summer Olympics Association | International Modern Pentathlon Union | Lufthansa                 |
| Tennis   | Tournament                  | Australian Open                       | Kia, Emirates             |
| Tennis   | Tournament                  | French Open/Rolland Garros            | Emirates, Peugeot         |
| Tennis   | Tournament                  | BNP Paribas Open                      | Emirates, Audi            |
| Tennis   | Tournament                  | Miami Open                            | Emirates                  |
| Tennis   | Tournament                  | Mutua Madrid Open                     | Emirates, Mercedes-Benz   |
| Tennis   | Tournament                  | Italian Open                          | Emirates, BMW             |
| Tennis   | Tournament                  | US Open                               | Emirates, BMW             |
| Tennis   | Tournament                  | Rolex Monte Carlo Masters             | Emirates                  |
| Tennis   | Association                 | Women Tennis Association              | Porsche                   |
| Tennis   | International Federation    | Argentina                             | Air Europa                |
| Tennis   | International Federation    | Bahrain                               | Bahrain Petroleum Company |
| Tennis   | International Federation    | Barbados                              | Toyota                    |
| Tennis   | International Federation    | Brazil                                | Peugeot                   |
| Tennis   | International Federation    | Cyprus                                | Petrolina                 |
| Tennis   | International Federation    | Finland                               | Porsche                   |

|         |                          |                                 |                    |
|---------|--------------------------|---------------------------------|--------------------|
| Tennis  | International Federation | Germany                         | Porsche            |
| Tennis  | International Federation | Italy                           | BMW, Mini          |
| Tennis  | International Federation | Kazakhstan                      | Jaguar, Land Rover |
| Tennis  | International Federation | Luxembourg                      | Seat               |
| Tennis  | International Federation | Netherlands                     | Kia                |
| Tennis  | International Federation | Serbia                          | Ford               |
| Tennis  | International Federation | South Africa                    | Kia                |
| Tennis  | International Federation | Spain                           | Kia, Iberia        |
| Tennis  | International Federation | Switzerland                     | Honda              |
| Tennis  | International Federation | Sweden                          | Volkswagen         |
| Sailing | Race                     | Extreme Sailing Series          | Oman Air           |
| Sailing | Race                     | Kieler Woche                    | Volvo              |
| Sailing | Race                     | America's Cup                   | Emirates           |
| Sailing | Race                     | Imperial Regattas               | Aston Martin       |
| Sailing | Team                     | Ineos team UK                   | Ineos              |
| Sailing | Team                     | Emirates Team New Zealand       | Emirates, Toyota   |
| Sailing | Team                     | American Magic                  | Airbus, BMW        |
| Cycling | Grand Tour               | Giro d'Italia                   | Toyota             |
| Cycling | Grand Tour               | Tour de France                  | Skoda              |
| Cycling | Grand Tour               | La Vuelta                       | Skoda              |
| Cycling | Team                     | Ineos Grenadiers (British team) | Ineos              |
| Cycling | Team                     | Gazprom - RusVelo (Russian)     | Gazprom            |

|         |      |  |                       |
|---------|------|--|-----------------------|
|         |      | team)                                      |                       |
| Cycling | Team | UAE – Team Emirates (United Arab Emirates) | Emirates              |
| Cycling | Race | Arctic Race of Norway                      | Hyundai               |
| Cycling | Race | 3 Days of De Panne                         | Volvo                 |
| Cycling | Race | Abu Dhabi Tour                             | Emirates              |
| Cycling | Race | Critérium Du Dauphiné Libéré               | Skoda                 |
| Cycling | Race | The Lexus of Blackburn Bay Crits           | Lexus                 |
| Cycling | Race | Paris-Nice                                 | Skoda                 |
| Cycling | Race | Tirreno-Adriatico                          | Gazprom, Toyota       |
| Cycling | Race | Tour Poitou-Charentes                      | Peugeot, Citroen      |
| Cycling | Race | Tour du Haut Var                           | Renault               |
| Cycling | Race | Tour de Langkawi                           | Volkswagen            |
| Cycling | Race | Skoda Tour de Luxembourg                   | Skoda                 |
| Cycling | Race | Tour of Norway                             | Repsol                |
| Cycling | Race | Tour de Romandie                           | Yamaha, Skoda         |
| Cycling | Race | Tour de Suisse                             | Yamaha, Skoda         |
| Cycling | Race | Tour of Turkey                             | Turkish Airlines      |
| Cycling | Race | Tour of Utah                               | Ford                  |
| Cycling | Race | La Tropical Amissa Bongo                   | Gabon Oil, Air France |
| Cycling | Race | USA Pro Challenge                          | Lexus                 |
| Cycling | Race | Volta ao Algarve                           | Repsol                |
| Cycling | Race | Volta a Catalunya                          | Yamaha, Skoda         |
| Cycling | Race | Volta a la Comunitat Valenciana            | Hyundai               |
| Cycling | Race | Volta a Portugal                           | Kia, Delta Airlines   |
| Cycling | Race | Vuelta a Andalucía – Ruta del Sol          | Honda, Yamaha         |

|           |                            |                                       |                                       |
|-----------|----------------------------|---------------------------------------|---------------------------------------|
| Cycling   | Race                       | Vuelta Ciclista a la Región de Murcia | Kia                                   |
| Cycling   | Race                       | Clasica San Sebastian                 | Skoda                                 |
| Cycling   | Race                       | La Flèche Wallonne                    | Skoda                                 |
| Cycling   | Race                       | Gent Wevelgem                         | Volvo                                 |
| Cycling   | Race                       | Omloop Het Nieuwsblad                 | Volvo                                 |
| Cycling   | Race                       | Liège-Bastogne-Liège                  | Skoda                                 |
| Cycling   | Race                       | Milano-San Remo                       | Toyota                                |
| Cycling   | Race                       | Paris-Roubaix                         | Skoda                                 |
| Cycling   | Race                       | Tour of Flanders                      | Volvo                                 |
| Cycling   | Race                       | Tour of Lombardy                      | Toyota                                |
| Cycling   | Race                       | Euroeyes Cyc classics                 | Gazprom, Skoda                        |
| Cycling   | Race                       | Tour de Yorkshire                     | Leeds Bradford<br>Yorkshire's Airport |
| Athletics | European Member Federation | Austrian Athletics                    | Eva Air                               |
| Athletics | European Member Federation | Estonian Athletic Association         | Audi                                  |
| Athletics | European Member Federation | Finish Athletics                      | Peugeot, Citroen                      |
| Athletics | European Member Federation | Poland                                | Toyota                                |
| Athletics | European Member Federation | Greece                                | Aegean, Mercedes-Benz                 |
| Athletics | Diamond League             | Lausanne                              | Swiss                                 |
| Athletics | World Marathon Majors      | Berlin                                | BMW                                   |
| Athletics | World Marathon Majors      | Chicago                               | American Airlines                     |

|            |                                      |   |                   |
|------------|--------------------------------------|---|-------------------|
| Athletics  | World Marathon Majors                | New York                                      | United Airlines   |
| Athletics  | National track and field association | USATF   | Toyota            |
| Basketball | Federations                          | International Federation of Basketball (FIBA) | Aeroflot          |
| Basketball | Federations                          | Fédération Française de Basketball            | Suzuki            |
| Basketball | Federations                          | Deutscher Basketball Bund                     | Mitsubishi Motors |
| Basketball | Federations                          | Canada Basketball                             | Toyota            |
| Basketball | Federations                          | Federación Española de Baloncesto             | Kia, Iberia       |
| Basketball | European League                      | Euroleague                                    | Turkish Airlines  |
| Basketball | European League club                 | Alba Berlin                                   | Volkswagen        |
| Basketball | European League club                 | Olimpia Milano                                | BMW               |
| Basketball | European League club                 | Anadolu Efes                                  | Kia               |
| Basketball | European League club                 | FC Bayern München                             | Audi              |
| Basketball | European League club                 | Zenit St Petersburg                           | Gazprom           |
| Basketball | European League club                 | Panathinaikos OPAP Athens                     | BP                |
| Basketball | European League club                 | Real Madrid                                   | Audi              |
| Basketball | European League club                 | Valencia Basket                               | Ford              |
| Basketball | National League                      | Ligue Nationale de Basketball (France)        | Jeep              |
| Basketball | National League                      | Belgium Euromillions                          | Volvo             |
| Basketball | National League                      | Czech Republic Mattoni NBL                    | Hyundai           |
| Basketball | National League                      | Liga LEB Oro (Spain)                          | Kia, Iberia       |



|            |                                   |                      |                                       |
|------------|-----------------------------------|----------------------|---------------------------------------|
| Basketball | National League                   | Liga Endesa          | Kia                                   |
| Basketball | National League                   | Poland PLK           | Suzuki                                |
| Basketball | National League                   | Hungary A League     | Volkswagen                            |
| Basketball | Sweden<br>Basketligan<br>(Sweden) | SBBK                 | Scania                                |
| Basketball | Sweden<br>Basketligan<br>(Sweden) | BC Lulea             | Scania                                |
| Basketball | Jeep Elite team<br>(France)       | Boulazac             | Seat                                  |
| Basketball | Jeep Elite team<br>(France)       | Bourg-en-Bresse      | Renault Trucks                        |
| Basketball | Jeep Elite team<br>(France)       | Champagne            | Renault, Citroën                      |
| Basketball | Jeep Elite team<br>(France)       | Le Mans              | Peugeot                               |
| Basketball | Jeep Elite team<br>(France)       | LDLC ASVEL           | Kia                                   |
| Basketball | Jeep Elite team<br>(France)       | Orléans              | Toyota                                |
| Basketball | Jeep Elite team<br>(France)       | Paul-Lacq-Orthez     | Renault                               |
| Basketball | Bundesliga<br>(Austria)           | FC Red Bull Salzburg | Audi                                  |
| Basketball | Bundesliga<br>(Austria)           | Lask                 | Linz Airport                          |
| Basketball | Bundesliga<br>(Austria)           | FAK Austria Wien     | Gazprom                               |
| Basketball | Bundesliga<br>(Austria)           | SKN St Pölten        | Ford                                  |
| Basketball | Bundesliga<br>(Austria)           | FC Flyeralarm Admira | Kia                                   |
| Rugby      | Team                              | England Rugby        | British Airways, Mitsubishi<br>Motors |
| Rugby      | Team                              | Fiji Rugby           | Fiji Airways                          |

|          |                            |                            |  |
|----------|----------------------------|----------------------------|--|
| Rugby    | Team                       | Irish Rugby                | Aer Lingus, Volkswagen                 |
| Rugby    | Team                       | Federazione Italiana Rugby | Honda                                  |
| Rugby    | Team                       | Welsh Rugby Union          | Isuzu, Total                           |
| Baseball | American League            | Major League Baseball      | Chevrolet                              |
| Baseball | Major League Baseball team | Los Angeles Angels         | Ford                                   |
| Baseball | Minor League Baseball team | Akron RubberDucks          | Honda                                  |
| Baseball | Minor League Baseball team | Amarillo Sod Poodles       | Volkswagen, Toyota                     |
| Baseball | Minor League Baseball team | Charleston RiverDogs       | Boeing                                 |
| Baseball | Minor League Baseball team | Charlotte Knights          | Piedmont Natural Gas                   |
| Baseball | Minor League Baseball team | Corpus Christi Hooks       | Chevrolet, Citgo Petroleum Corporation |
| Baseball | Minor League Baseball team | El Paso Chihuahuas         | Ford                                   |
| Baseball | Minor League Baseball team | Eugene Emeralds            | Toyota                                 |
| Baseball | Minor League Baseball team | Florida Fire Frogs         | Ford                                   |
| Baseball | Minor League Baseball team | Fort Wayne TinCaps         | Toyota                                 |
| Baseball | Minor League Baseball team | Grand Junction Rockies     | Toyota                                 |
| Baseball | Minor League Baseball team | Idaho Falls Chukars        | Toyota                                 |
| Baseball | Minor League Baseball team | Jersey Shore Blue Claws    | Toyota                                 |
| Baseball | Minor League Baseball team | Las Vegas Aviators         | BMW                                    |
| Baseball | Minor League Baseball team | Midlands RockHounds        | Occidental Petroleum, Chevrolet        |
| Baseball | Minor League Baseball team | New Hampshire Fisher Cats  | Manchester Boston Regional Airport     |

|          |                            |                                    |                  |
|----------|----------------------------|------------------------------------|------------------|
| Baseball | Minor League Baseball team | Princeton Rays                     | Kia              |
| Baseball | Minor League Baseball team | Quad Cities River Bandits          | Toyota           |
| Baseball | Minor League Baseball team | Reading Fightin Phils              | Kia              |
| Baseball | Minor League Baseball team | Rochester Red Wings                | Toyota           |
| Baseball | Minor League Baseball team | Rocket City Trash Panda            | Toyota, Lexus    |
| Baseball | Minor League Baseball team | Sacramento River Cats              | Toyota           |
| Baseball | Minor League Baseball team | Salem-Keizer Volcanoes             | Kia              |
| Baseball | Minor League Baseball team | Spokane Tribe of Indians           | Toyota           |
| Baseball | Minor League Baseball team | Springfield Cardinals              | Chevrolet        |
| Baseball | Minor League Baseball team | Tulsa Drillers                     | Chevrolet        |
| Baseball | Minor League Baseball team | Vermont Lake Monsters              | Ford             |
| Baseball | Australian League          | Australian Baseball League         | Virgin Australia |
| Baseball | Australian League Team     | Brisbane Bandits                   | China Airlines   |
| Baseball | World Championship         | WBSC Premier 12 World Championship | Nissan           |
| Golf     | Competition                | Ryder Cup                          | BMW, Pepsico     |
| Golf     | Competition                | Lexus Cup                          | Lexus            |
| Golf     | Competition                | European Tour                      | BMW, Emirates    |
| Golf     | Competition                | Challenge Tour                     | Emirates         |
| Golf     | Competition                | Legends Tour                       | Emirates         |
| Golf     | Competition                | BMW PGA Championship Tour          | BMW, Emirates    |
| Golf     | Competition                | USGA US Open                       | Lexus            |

|            |             |  |  |
|------------|-------------|--|--|
| Golf       | Competition | Ladies European Tour                       | Dow  |
| Golf       | Association | Ladies Professional Golf Association       | Dow  |
| Motorsport | Race        | Formula1                                   | Aramco, Emirates, Petronas                 |
| Motorsport | Race        | Daytona International Speedway             | Toyota, BMW, Chevrolet, Toyota             |
| Motorsport | Race        | Fia World Endurance Championship           | Total                                      |
| Motorsport | Race        | Indycar Series                             | Chevrolet, Honda                           |
| Motorsport | Race        | Supercars Championship                     | BP   |
| Motorsport | Race        | 24H Le Mans                                | Total                                      |
| Motorsport | Race        | Super GT                                   | Honda, Nissan, Subaru                      |
| Motorsport | Association | International Motorship Association (IMSA) | Alfa Romeo, Audi, Chevrolet, Ferrari, Ford |
| Motorsport | Association | NASCAR                                     | Chevrolet, Ford, Toyota                    |